PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Dave Beran **DATE:** January 10, 1992

FROM: Melinda Casale

SUBJECT: Camel & Winston Ads - 1991

Since January, Camel ads have been running in Playboy magazine as follows:

Camel Ultra - January 1991
Camel Ultra - February 1991
Camel Lights - May 1991
Camel (4 Page)- June 1991
Camel Lights - September 1991
Camel Lights - October 1991
Camel - November 1991
Camel Lights - December 1991

Since January, Winston ads have been running in Playboy magazine as follows:

Winston - January 1991
Winston - February 1991
Winston - March 1991
Winston Ultra - July 1991
Winston Ultra - August 1991
Winston Ultra - September 1991
Winston - October 1991
Winston Lights - November 1991

Attached is the Advertisement report generated by Media.

2045725405

Source: https://www.industrydocuments.ucsf.edu/docs/plmj0004